



Mammoth Lakes Tourism
Visitor Volume
Year-Over-Year Seasonal Comparison

2021-22 Seasonal Visitor Volume

Mammoth Lakes Visitor Volume by Season	Fall	Winter	Spring/Summer	TOTAL FY21-22	
Share of trips	15%	54%	31%	100%	SMARInsights' Visitor Profile research
Mammoth Lakes person trips	590,883	2,127,179	1,221,159	3,939,221	Share of trips per season X total Mammoth Lakes trips
Average length of stay in Mammoth Lakes	3.1	3.2	3.2	3.15	SMARInsights' Visitor Profile research
Total visitor days	1,802,194	6,743,158	3,863,194	12,408,546	Mammoth Lakes trips X Total visitor days
Unique visitors	362,505	1,305,018	749,177	2,416,700	Total Unique visitors X Share of trips

2017-18 Seasonal Visitor Volume

Mammoth Lakes Visitor Volume by Season	Fall	Winter	Spring	Summer	TOTAL FY21-22	
Share of trips	16%	34%	21%	28%	100%	SMARInsights' Visitor Profile research
Mammoth Lakes person trips	401,620	863,482	532,146	712,875	2,510,122	Share of trips per season X total Mammoth Lakes trips
Average length of stay in Mammoth Lakes	2.8	3.2	3.0	3.1	3.1	SMARInsights' Visitor Profile research
Total visitor days	1,135,691	2,738,231	1,608,256	2,236,151	7,718,329	Mammoth Lakes trips X Total visitor days
Unique visitors	271,582	583,900	359,846	482,057	1,697,385	Total Unique visitors X Share of trips

2015-16 Seasonal Visitor Volume

Mammoth Lakes Visitor Volume by Season	Fall	Winter	Spring	Summer	TOTAL FY21-22	
Share of trips	13%	37%	21%	29%	100%	SMARInsights' Visitor Profile research
Mammoth Lakes person trips	302,117	859,872	488,036	673,954	2,323,979	Share of trips per season X total Mammoth Lakes trips
Average length of stay in Mammoth Lakes	3.2	3.2	3.0	3.4	3.2	SMARInsights' Visitor Profile research
Total visitor days	966,775	2,751,592	1,464,107	2,291,444	7,473,917	Mammoth Lakes trips X Total visitor days
Unique visitors	209,804	597,134	338,914	468,024	1,613,875	Total Unique visitors X Share of trips

YOY Comparisons

Share of Trips	2015-16	2017-18	2021-22
Fall	13%	16%	15%
Winter	37%	34%	54%
Spring/Summer	50%	50%	31%
Total	100%	100%	100%

Person Trips	2015-16	2017-18	2021-22
Fall	302,117	401,620	590,883
Winter	859,872	863,482	2,127,179
Spring/Summer	1,161,990	1,245,020	1,221,159
Total	2,323,979	2,510,122	3,939,221
YOY Growth		8%	57%

YOY Comparisons (cont.)

Total Days	2015-16	2017-18	2021-22
Fall	966,775	1,135,691	1,802,194
Winter	2,751,592	2,738,231	6,743,158
Spring/Summer	3,755,550	3,844,407	3,863,194
Total	7,473,917	7,718,329	12,408,546
YOY Growth		3%	61%

Unique Visitors	2015-16	2017-18	2021-22
Fall	209,804	271,582	362,505
Winter	597,134	583,900	1,305,018
Spring/Summer	806,937	841,903	749,177
Total	1,613,875	1,697,385	2,416,700
YOY Growth		5%	42%